

# **XPONENTIAL** **2022**

**ORLANDO** | Orange County Convention Center

**KNOW  
BEFORE  
YOU GO**



**APRIL 25 - 28** | EDUCATIONAL PROGRAM  
**APRIL 26 - 28** | EXHIBITS

# AUVSI OVERVIEW

The Association for Unmanned Vehicle Systems International (AUVSI) is the world's largest non-profit organization dedicated to the advancement of unmanned systems and autonomy. Founded in 1972, AUVSI is the trusted advocate for policies and regulations that expand the use of these technologies into commercial, defense and public markets. AUVSI is regarded by all levels of government as a vital, non-parochial voice of industry, influential convener through events and education and driver of public awareness, acceptance and deployment of unmanned systems.

# XPONENTIAL OVERVIEW

- **500+** exhibitors and nearly **7,000** attendees
- World's premier and largest event dedicated to uncrewed systems and autonomous technologies that is:
  - **cross-domain** – air, ground and maritime
  - **cross-sector** – commercial, government and civil
  - **cross-industry** – dozens of industries represented
  - **cross-function** – C-suite, technologists, enterprise users and policy makers
- Theme: **Assured Autonomy — Intersection with Society**
- Programming and features designed to draw the **right audiences** for you

# XPONENTIAL KEYNOTES

## Insights That Make a Difference



**Michelle Avary**  
*VP Government Affairs &  
Product Strategy*  
**Einride**



**Heidi Shyu**  
*Under Secretary of Defense for  
Research & Engineering (OUSDR&E)*  
**U.S. Department of Defense**



**Tom Walker**  
*Founder & CEO*  
**DroneUp**



**Eric Grubman**  
*Chairman of the Board*  
**DroneUp**

### Keynote Panel



**MODERATOR:**  
**Beth Kigel**  
*VP, Director of Smart and  
Connected Solutions*  
**HNTB Corporation**



**Ariel Avitan**  
*Chief Commercial  
Officer & Co-  
founder*  
**Percepto Ltd.**



**Eric Schwartz**  
*Manager,  
Technology &  
Innovation*  
**FPLAir**

# XPONENTIAL PROGRAMMING

## Education

Businesses | **Convergence Zone**  
Government | **Critical Point**  
Data | **FULL JOIN**

Industries | **Interchange**  
Individuals | **Nexus of Future Mobility**  
Design | **Technology Crossing**

## Collaboration

- **Ground** | **Commercial** | **Cross-industries** | **Cross-function**
  - Automated Goods Movement Summit
- **Air** | **Commercial** | **Cross-industries** | **Cross-function**
  - FAA Drone Symposium
  - AUVSI AAM Focus Group
- **Air, Ground, Maritime** | **Government** | **Defense** | **Cross-function**
  - DoD Agile Acquisition Workshop
  - Connectedness: How Federal-State-Local Governments are Conquering Implementation Challenges Together
- **Cross-domain** | **Cross-sector** | **Cross-industry** | **Cross-function**
  - Accelerating Innovation Through Diversity of Thought
  - Moving from Proof of Concept to Scale in Autonomous Systems: A Collaborative Workshop | Hosted by JHU
  - Multi-Vehicle (m:N) Working Group
  - Robotics in Conservation
  - Translating Sustainability

# XPONENTIAL EXHIBITS

The Sandbox, a place where industry leaders, researchers, and academic institutions can problem-solve, collaborate, and seek solutions.

32 teams race and compete against the best students in the U.S. and see the future of uncrewed innovation.

Podcast Row, where top tech podcast hosts conduct interviews from the show floor.

The Solutions Theater features experts, like you, sharing best practices and technological discoveries.

Barfield, Einride, NIST, Skydio and TruWeather



Austal, CACI, Current Scientific Corporation, Deep Trekker, HII, Kongsberg Maritime, Leidos, MARTAC, Nortek, Orthodrone, U.S. Naval Research Lab, Saab, Sea Machines and Southern Machine Works

- **Blue sUAS 2.0** exhibitors
- **8 State Pavilions:** Colorado, Kansas, Maryland, New York, North Carolina, Ohio, Oklahoma and Virginia
- **4 Country Pavilions:** Canada by Quebec, Norway, Spain and Switzerland

# BEST PRACTICES

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## Pre-event

- Have clearly defined objectives
- Ensure your booth visually represents your technology and/or solution
  - You have approximately 5-seconds to grab a prospective customers attention
- Plan onsite staff responsibilities before arriving in Orlando
  - Attend educational sessions to prospect for leads
- Avoid the lines at registration by pre-registering your team
- **Invite your customers — take full advantage of the complimentary Customer Passes**

# BEST PRACTICES

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## Exhibitor Console

- Review and complete all applicable forms
  - Company description and product cross reference
  - Exhibit staff registrations
  - Complimentary customer passes
- Review the important documents
  - Quick Facts (move-in/out + shipping addresses)
  - Deadline check list
  - Official vendor list
- Service Order Kit (SOK)
  - The resource to order everything for your exhibit space
- Every exhibitor is required to submit a Certificate of Insurance – **Deadline: April 1**



# BEST PRACTICES

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## Onsite

- **Staff your booth with both technical and sales staff**
- Collect and manage leads
  - Lead retrieval systems are available through the Service Order Kit
- Pro-tips
  - Be approachable and conversational
  - Proactively engage attendees
  - **Identify 2-3 question to qualify leads**
  - Train booth staff before the event

## Post-event

- Create a post event strategy now. Follow up should be done no later than 7-days after the event.

# GETTING THE MOST FROM XPO

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## Promotion + Customer Passes

- Partners in Promotion Tool Kit
  - Sample social media posts
  - Press releases
  - Event banners and logos
  - Sample emails and LinkedIn invites
- Complimentary Customer Passes
- Additional ways to achieve your goals at XPO:
  - Fill your sales pipeline by sponsoring a session and receive a list of attendees from that session
  - Build brand awareness with an ad in the official online Show Daily (only 1-remaining)
  - Drive traffic by strategically placing floor tiles on the XPO floor

# XPO 2023 | May 8 – 11, Denver

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## Sneak Peek — Theme, Program + Features

- Deadline to submit your application for rebook – **Deadline: April 1**
- 2023 theme: **The Roadmap to Autonomy** [Call for Presentations June 13 –September 30, 2022]
  - Designing Autonomy
  - Operationalizing Autonomy
  - Integrating Autonomy
  - Safeguarding Autonomy
  - Putting Autonomy to Work
- Show floor features to include:
  - Cybersecurity Pavilion **[NEW]**
  - Maritime Pavilion
  - Public Safety Pavilion **[NEW]**
  - Two Education Theaters

# ADVANCE YOUR GROWTH @ XPONENTIAL



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